

WHAT IS CLAIMED IS:

- 1 1. A method of temporarily providing digital content to a customer, comprising:
2 receiving a request from the customer, the request including an indication of a desired
3 digital content;
4 at a point of sale, providing a writeable optically-readable medium having a removable
5 protective cover operably installed thereon,
6 wherein the medium comprises a changeable portion that, when activated, is
7 adapted to physically change over a period of time to a degree that at least part of the medium
8 becomes unreadable by an optical media reading machine, and
9 wherein the protective cover is adapted to inhibit activation of the changeable
10 portion of the medium when operably installed;
11 at the point of sale, writing the desired digital content on the medium;
12 at the point of sale, removing the protective cover to activate the changeable portion; and
13 providing the written medium to the customer without the protective cover.
- 1 2. The method of claim 1, wherein the protective cover is a layer, and wherein a majority of
2 the layer has a substantially uniform thickness.
- 1 3. The method of claim 1, wherein the protective cover remains operably installed during
2 the writing.
- 1 4. The method of claim 1, wherein the removing of the protective layer occurs before the
2 writing.

1 5. The method of claim 1, wherein the request further includes a location choice for the
2 point of sale.

1 6. The method of claim 1, wherein the protective layer is removed as the written medium is
2 being provided to the customer.

1 7. The method of claim 1, wherein the protective layer is removed before the written
2 medium is provided to the customer.

1 8. The method of claim 1, further comprising:
2 receiving an indication that the customer is ready for the written medium to be dispensed,
3 wherein the protective layer is removed from the written medium after the receipt of the
4 indication that the customer is ready.

1 9. The method of claim 1, wherein the digital content is selected from a group consisting of
2 video, audio, text, images, web pages, hyperlinked text, a movie, a music video, an interactive
3 video, a game, a television show, a television series, a cartoon, computer software, a still
4 advertisement, an advertisement banner, a commercial, a movie preview, a public service
5 announcement, an educational film, a document, sales information, and combinations thereof.

1 10. The method of claim 1, wherein the protective cover completely encloses the medium.

1 11. The method of claim 1, wherein the protective cover covers at least part of the medium.

1 12. The method of claim 1, wherein the point of sale is a kiosk.

1 13. The method of claim 1, wherein the point of sale is at a location selected from a group
2 consisting of an unmanned-stand-alone building, a convenience store, a restaurant, a video rental
3 store, a gas station, a grocery store, a pizza delivery shop, a shopping mall, a shopping center, a
4 booth, a parking lot, an apartment building, a laundry facility, a dormitory, a school campus, a
5 library, a book store, a music store, a metro station, a bus station, an airport, a hotel, an exercise
6 facility, a fitness club, an arena, a convention center, and combinations thereof.

1 14. The method of claim 1, wherein the providing of the written medium to the customer is
2 performed at the point of sale by dispensing the written medium to the customer.

1 15. The method of claim 1, wherein the providing of the written medium to the customer is
2 performed by delivering the written medium to the customer.

1 16. A method of temporarily providing digital content to a customer, comprising:
2 receiving a request from the customer, the request including an indication of a desired
3 digital content;
4 at a point of sale, providing a writeable optically-readable medium having a removable
5 protective cover operably installed thereon,
6 wherein the medium comprises a changeable portion that, when activated, is
7 adapted to physically change over a period of time to a degree that at least part of the medium
8 becomes unreadable by an optical media reading machine, and
9 wherein the protective cover is adapted to inhibit activation of the changeable
10 portion of the medium when operably installed;
11 at the point of sale, removing the protective cover to activate the changeable portion;
12 at the point of sale and after removing the protective cover, writing the desired digital
13 content on the medium; and
14 providing the written medium to the customer without the protective cover.

1 17. The method of claim 16, wherein the request further includes a location choice for the
2 point of sale.

1 18. The method of claim 16, wherein the digital content is selected from a group consisting
2 of video, audio, text, images, web pages, hyperlinked text, a movie, a music video, an interactive
3 video, a game, a television show, a television series, a cartoon, computer software, a still
4 advertisement, an advertisement banner, a commercial, a movie preview, a public service
5 announcement, an educational film, a document, sales information, and combinations thereof.

1 19. The method of claim 16, wherein the point of sale is a kiosk.

1 20. The method of claim 16, wherein the point of sale is at a location selected from a group
2 consisting of an unmanned-stand-alone building, a convenience store, a restaurant, a video rental
3 store, a gas station, a grocery store, a pizza delivery shop, a shopping mall, a shopping center, a
4 booth, a parking lot, an apartment building, a laundry facility, a dormitory, a school campus, a
5 library, a book store, a music store, a metro station, a bus station, an airport, a hotel, an exercise
6 facility, a fitness club, an arena, a convention center, and combinations thereof.

1 21. The method of claim 16, wherein the providing of the written medium to the customer is
2 performed at the point of sale by dispensing the written medium to the customer.

1 22. The method of claim 16, wherein the providing of the written medium to the customer is
2 performed by delivering the written medium to the customer.

1 23. A method of temporarily providing digital content to a customer, comprising:
2 receiving a request from the customer, the request including an indication of a desired
3 digital content;
4 at a point of sale, providing a writeable optically-readable medium having a removable
5 protective cover operably installed thereon,
6 wherein the medium comprises a first changeable portion that, when activated, is
7 adapted to physically change over a period of time to a degree that at least part of the medium
8 becomes unreadable by an optical media reading machine, and
9 wherein the protective cover is adapted to inhibit activation of the first changeable
10 portion of the medium when operably installed and wherein the protective cover includes a
11 second changeable portion that, when activated, is adapted to physically change over a period of
12 time to a degree that at least part of the medium is unreadable through the protective cover by an
13 optical media reading machine;
14 at the point of sale, writing the desired digital content on the medium and through the
15 protective cover while the protective cover is operably installed on the medium;
16 activating the second changeable portion of the protective cover such that at least part of
17 the protective cover must be removed before subsequently reading the medium with an optical
18 media reading machine; and
19 providing the written medium to the customer with the protective cover operably installed
20 on the medium.

1 24. The method of claim 23, further comprising:
2 at the point of sale, providing the writeable optically-readable medium having a
3 protective package operably installed, wherein the protective package is adapted to inhibit

4 activation of the second changeable portion of the protective cover when operably installed; and
5 at the point of sale, removing the protective package before the writing.

1 25. The method of claim 23, wherein the second changeable portion is activated during the
2 writing by a laser used for the writing.

1 26. The method of claim 23, wherein the protective cover is a layer, and wherein a majority
2 of the layer has a substantially uniform thickness.

1 27. The method of claim 23, wherein the request further includes a location choice for the
2 point of sale.

1 28. The method of claim 23, wherein the point of sale is a kiosk.

1 29. The method of claim 23, wherein the point of sale is at a location selected from a group
2 consisting of an unmanned-stand-alone building, a convenience store, a restaurant, a video rental
3 store, a gas station, a grocery store, a pizza delivery shop, a shopping mall, a shopping center, a
4 booth, a parking lot, an apartment building, a laundry facility, a dormitory, a school campus, a
5 library, a book store, a music store, a metro station, a bus station, an airport, a hotel, an exercise
6 facility, a fitness club, an arena, a convention center, and combinations thereof.

1 30. The method of claim 23, wherein the providing of the written medium to the customer is
2 performed at the point of sale by dispensing the written medium to the customer.

1 31. The method of claim 23, wherein the providing of the written medium to the customer is
2 performed by delivering the written medium to the customer.

1 32. A method of temporarily providing digital content to a customer, comprising:
2 receiving a request from the customer, the request including an indication of a desired
3 digital content;
4 at a point of sale, providing a writeable optically-readable medium having a protective
5 package operably installed thereon,
6 wherein the medium comprises a changeable portion that, when activated, is
7 adapted to physically change over a period of time to a degree that at least part of the medium
8 becomes unreadable by an optical media reading machine, and
9 wherein the protective package is adapted to inhibit activation of the changeable
10 portion of the medium when operably installed;
11 at the point of sale, writing the desired digital content on the medium with the protective
12 package operably installed thereon; and
13 providing the written medium to the customer with the protective package operably
14 installed thereon.

1 33. The method of claim 32, wherein the writing of the desired digital content is performed
2 by a specialized machine adapted to retain the medium and write to the medium while the
3 protective package is still operably installed, and
4 wherein the protective package, when operably installed, obstructs normal use of the
5 medium in a common optical media reading machine such that the protective package must be at
6 least partially removed before the customer may read the medium with a common optical media
7 reading machine.

1 34. The method of claim 32, wherein the request further includes a location choice for the
2 point of sale.

1 35. The method of claim 32, wherein the point of sale is a kiosk.

1 36. The method of claim 32, wherein the point of sale is at a location selected from a group
2 consisting of an unmanned-stand-alone building, a convenience store, a restaurant, a video rental
3 store, a gas station, a grocery store, a pizza delivery shop, a shopping mall, a shopping center, a
4 booth, a parking lot, an apartment building, a laundry facility, a dormitory, a school campus, a
5 library, a book store, a music store, a metro station, a bus station, an airport, a hotel, an exercise
6 facility, a fitness club, an arena, a convention center, and combinations thereof.

1 37. The method of claim 32, wherein the providing of the written medium to the customer is
2 performed at the point of sale by dispensing the written medium to the customer.

1 38. The method of claim 32, wherein the providing of the written medium to the customer is
2 performed by delivering the written medium to the customer.

1 39. A method of temporarily providing digital content to a customer, comprising:
2 receiving a request from the customer, the request including an indication of a desired
3 digital content;
4 at a point of sale, providing a writeable optically-readable medium having a first
5 removable protective cover operably installed thereon,
6 wherein the medium comprises a changeable portion that, when activated, is
7 adapted to physically change over a period of time to a degree that at least part of the medium
8 becomes unreadable by an optical media reading machine, and
9 wherein the first protective cover is adapted to inhibit activation of the changeable
10 portion of the medium when operably installed;
11 at the point of sale, removing the first protective cover from the medium;
12 at the point of sale and with the first protective cover removed, writing the desired digital
13 content on the medium;
14 at the point of sale and after the writing, operably installing a second removable
15 protective cover on the written medium, wherein the second protective cover is adapted to inhibit
16 activation of the changeable portion of the medium when operably installed; and
17 providing the written medium to the customer with the second protective cover operably
18 installed thereon.

1 40. The method of claim 39, wherein the removing of the first protective cover, the writing,
2 and the operably installing the second protective cover are performed in a controlled
3 environment.

1 41. The method of claim 40, wherein the controlled environment is selected from a group
2 consisting of a vacuum chamber, a low pressure chamber, a chamber lacking humidity, a
3 chamber including an inert gas, a chamber lacking an ingredient or gas that would activate the
4 changeable portion, and combinations thereof.

1 42. The method of claim 39, wherein the first protective cover covers only a portion of the
2 medium.

1 43. The method of claim 39, wherein the first protective cover entirely encloses the medium
2 therein.

1 44. The method of claim 39, wherein the second protective cover covers only a portion of the
2 medium.

1 45. The method of claim 39, wherein the second protective cover entirely encloses the
2 medium therein.

1 46. The method of claim 39, wherein the second protective cover is the first protective cover.

1 47. The method of claim 39, wherein the providing of the written medium to the customer is
2 performed at the point of sale by dispensing the written medium to the customer.

1 48. The method of claim 39, wherein the providing of the written medium to the customer is
2 performed by delivering the written medium to the customer.

1 49. A method of temporarily providing digital content to a customer, comprising:
2 receiving a request from the customer, the request including an indication of a desired
3 digital content;
4 at a point of sale, providing a writeable optically-readable medium;
5 at the point of sale, providing a sheet, wherein the sheet is separate from the medium and
6 wherein the sheet comprises a changeable portion that, when activated, is adapted to physically
7 change over a period of time;
8 at the point of sale, writing the desired digital content on the medium;
9 at the point of sale, permanently applying the sheet to the medium;
10 activating the changeable portion of the sheet so that after the period of time the
11 changeable portion of the sheet is physically changed to a degree that at least part of the medium
12 becomes unreadable through the sheet by an optical media reading machine; and
13 providing the written medium to the customer.

1 50. The method of claim 49, wherein the activating of the changeable portion is performed
2 before the writing of the desired digital content on the medium and before the applying of the
3 sheet to the medium.

1 51. The method of claim 50, wherein the writing of the desired digital content on the medium
2 is performed before the applying of the sheet to the medium.

1 52. The method of claim 50, wherein the applying of the sheet to the medium is performed
2 before the writing of the desired digital content on the medium.

1 53. The method of claim 49, wherein the writing of the desired digital content on the medium
2 is performed before the activating of the changeable portion and before the applying of the sheet
3 to the medium.

1 54. The method of claim 53, wherein the applying of the sheet to the medium is performed
2 before the activating of the changeable portion.

1 55. The method of claim 53, wherein the applying of the sheet to the medium is performed
2 after the activating of the changeable portion.

1 56. The method of claim 49, wherein the applying of the sheet to the medium is performed
2 before the writing of the desired digital content on the medium and before the activating of the
3 changeable portion.

1 57. The method of claim 56, wherein the writing of the desired digital content on the medium
2 is performed after the activating of the changeable portion.

1 58. The method of claim 56, wherein the activating of the changeable portion is performed
2 during the writing of the desired digital content on the medium.

1 59. The method of claim 56, wherein the writing of the desired digital content on the medium
2 is performed before the activating of the changeable portion.

1 60. The method of claim 59, wherein the activating of the changeable portion occurs at the
2 point of sale.

1 61. The method of claim 59, wherein the activating of the changeable portion is initiated by a
2 read laser when the customer uses the medium.

1 62. A method of temporarily providing digital content to a customer, comprising:
2 receiving a request from the customer, the request including an indication of a desired
3 digital content;
4 at a point of sale, providing a writeable optically-readable medium;
5 at the point of sale, providing a sheet, wherein the sheet is separate from the medium and
6 wherein the sheet comprises
7 a changeable portion that, when activated, is adapted to physically change over a
8 period of time, and
9 a removable protective cover operably installed thereon, the protective cover
10 being adapted to inhibit activation of the changeable portion when operably installed;
11 at the point of sale, writing the desired digital content on the medium;
12 at the point of sale, removing the protective cover from the sheet to activate the
13 changeable portion;
14 at the point of sale, permanently applying the sheet to the written medium, wherein after
15 the period of time the changeable portion of the sheet is physically changed to a degree that at
16 least part of the medium becomes unreadable through the sheet by an optical media reading
17 machine; and
18 providing the written medium to the customer.

1 63. A method of temporarily providing digital content to a customer, comprising:
2 receiving a request from the customer, the request including an indication of a desired
3 digital content;
4 at a point of sale, providing a writeable optically-readable medium, the medium having a
5 first material formed on a read-side surface thereof;
6 at the point of sale, writing the desired digital content on the medium;
7 at the point of sale, providing a sheet, wherein the sheet is separate from the medium and
8 wherein the sheet comprises a second material;
9 at the point of sale, permanently applying the sheet to the read-side of the written
10 medium, such that at least part of the first material is in contact with at least part of the second
11 material, wherein the first and second materials react with each other and after a period of time at
12 least part of the medium becomes unreadable by an optical media reading machine through an
13 area where the first and second materials are in contact; and
14 providing the written medium to the customer.

1 64. The method of claim 63, wherein the sheet is made from the second material.

1 65. The method of claim 63, wherein the sheet has the second material formed thereon.

1 66. The method of claim 63, wherein the sheet is initially covered at least partially by a
2 protective cover, and the method further comprising:
3 at the point of sale and before the permanently applying, removing the protective cover
4 from the sheet.

1 67. The method of claim 63, wherein the first material comprises an adhesive.

1 68. The method of claim 63, wherein the second material comprises an adhesive.

1 69. The method of claim 63, wherein an adhesive is formed when the first material reacts
2 with the second material.

1 70. The method of claim 63, wherein the providing of the written medium to the customer is
2 performed at the point of sale by dispensing the written medium to the customer.

1 71. The method of claim 63, wherein the providing of the written medium to the customer is
2 performed by delivering the written medium to the customer.

1 72. A method of temporarily providing digital content to a customer, comprising:
2 receiving a request from the customer, the request including an indication of a desired
3 digital content;
4 at a point of sale, providing a writeable optically-readable medium, the medium having a
5 first material formed thereon;
6 at the point of sale, writing the desired digital content on the medium;
7 at the point of sale, providing a sheet, wherein the sheet is separate from the medium and
8 wherein the sheet comprises a second material;
9 at the point of sale, temporarily applying the sheet to the written medium, such that at
10 least part of the first material is in contact with at least part of the second material, wherein the
11 first and second materials react with each other so that after a period of time at least part of the
12 medium becomes unreadable by an optical media reading machine;
13 at the point of sale, removing the sheet from the medium; and
14 providing the written medium to the customer.

1 73. The method of claim 72, wherein the first material is located on a read side of the
2 medium.

1 74. The method of claim 72, wherein the first material is located on a non-read side of the
2 medium, and wherein the sheet is temporarily applied to the non-read side of the medium.

1 75. The method of claim 72, further comprising:
2 allowing the combination of first and second materials to dry on the medium before the
3 dispensing to the customer.

1 76. The method of claim 72, further comprising:
2 curing the combination of the first and second materials before the dispensing to the
3 customer.

1 77. The method of claim 76, wherein the curing comprises exposing the combination of the
2 first and second materials to electromagnetic waves selected from a group consisting of
3 ultraviolet light, infrared light, radio waves, microwaves, and combinations thereof.

1 78. The method of claim 72, wherein the providing of the written medium to the customer is
2 performed at the point of sale by dispensing the written medium to the customer.

1 79. The method of claim 72, wherein the providing of the written medium to the customer is
2 performed by delivering the written medium to the customer.

1 80. A method of temporarily providing digital content to a customer and conducting a
2 contest, comprising:
3 providing an optically-readable medium having digital content stored thereon to the
4 customer, wherein the medium comprises a changeable portion adapted to change from a
5 non-read-inhibiting state to a read-inhibiting state over a predetermined period of time so that at
6 least part of the medium becomes unreadable by an optical media reading machine due to the
7 changeable portion after the predetermined period of time, and
8 wherein at least part of the changeable portion forms a message relating to
9 whether the customer has won a prize in the contest; and
10 after the predetermined period of time, revealing the message to the customer, wherein
11 the message becomes visible to the customer after the predetermined period of time.

1 81. The method of claim 80, wherein the message itself provides an indication to the
2 customer that the customer has won a prize in the contest.

1 82. The method of claim 80, wherein the message comprises a code, so that the customer
2 may go to a web site and enter the code at the web site to determine whether the customer has
3 won a prize in the contest.

1 83. The method of claim 80, wherein the changeable portion is substantially transparent in
2 the non-read-inhibiting state, and wherein the changeable portion is colored and non-transparent
3 in the read-inhibiting state.

1 84. The method of claim 80, wherein the changeable portion is substantially non-light-
2 absorbent in the non-read-inhibiting state, and wherein the changeable portion is colored and
3 light-absorbent in the read-inhibiting state.

1 85. The method of claim 80, wherein the changeable portion is substantially transparent in
2 the non-read-inhibiting state, and wherein the changeable portion in the read-inhibiting state
3 comprises a property selected from a group consisting of opaque, translucent, colored, cloudy,
4 crazed, light-absorbing, light-scattering, light-distorting, light-diffusing, phase-inverting, and
5 combinations thereof.

1 86. The method of claim 80, further comprising:
2 at a point of sale, writing the digital content on the medium, wherein the medium is a
3 writeable optically-readable medium.

1 87. A method of temporarily providing digital content to a customer and providing a message
2 to the customer, comprising:
3 providing an optically-readable medium having digital content stored thereon to the
4 customer, wherein the medium comprises a changeable portion adapted to change from a
5 non-read-inhibiting state to a read-inhibiting state over a predetermined period of time so that at
6 least part of the medium becomes unreadable by an optical media reading machine due to the
7 changeable portion after the predetermined period of time, and
8 wherein at least part of the changeable portion forms a message; and
9 after the predetermined period of time, revealing the message to the customer, wherein
10 the message becomes visible to the customer after the predetermined period of time.

1 88. The method of claim 87, wherein the message provides an indication to the customer that
2 the customer has won a prize in a contest.

1 89. The method of claim 87, wherein the message comprises a code, so that the customer
2 may go to a web site and enter the code at the web site to determine whether the customer has
3 won a prize.

1 90. The method of claim 87, wherein the message provides a coupon.

1 91. The method of claim 87, wherein the message provides an advertisement.

1 92. The method of claim 87, wherein the message includes a logo.

1 93. The method of claim 87, wherein the message includes a statement selected from a group
2 consisting of “thank you,” “disc expired,” “please recycle,” “please rent again with us,” “rent
3 again,” and combinations thereof.

1 94. The method of claim 87, wherein the changeable portion is substantially transparent in
2 the non-read-inhibiting state, and wherein the changeable portion in the read-inhibiting state
3 comprises a property selected from a group consisting of opaque, translucent, colored, cloudy,
4 crazed, light-absorbing, light-scattering, light-distorting, light-diffusing, phase-inverting, and
5 combinations thereof.

1 95. The method of claim 87, further comprising:
2 at a point of sale, writing the digital content on the medium, wherein the medium is a
3 writeable optically-readable medium.

1 96. A method of temporarily providing digital content to a customer from a restaurant,
2 comprising:
3 receiving a first request from the customer comprising an indication of a desired digital
4 content;
5 receiving a second request from the customer comprising an order for an edible item;
6 at the restaurant, providing a writeable optically-readable medium, wherein the medium
7 comprises a changeable portion that, when activated, is adapted to physically change over a
8 period of time to a degree that at least part of the medium becomes unreadable by an optical
9 media reading machine;
10 at the restaurant, writing the desired digital content on the medium;
11 providing the medium with the desired digital content written thereon to the customer;
12 and
13 providing the edible item to the customer.

1 97. The method of claim 96, wherein the providing of the medium to the customer and the
2 providing of the edible item to the customer are performed together.

1 98. The method of claim 96, wherein the providing of the medium to the customer and the
2 providing of the edible item to the customer are performed together and comprise:
3 delivering the medium and the edible item to the customer.

1 99. The method of claim 96, wherein the providing of the medium to the customer and the
2 providing of the edible item to the customer are performed at the restaurant.

1 100. The method of claim 96, wherein the receiving the first request from the customer is
2 performed at the restaurant.

1 101. The method of claim 96, wherein the receiving the second request from the customer is
2 performed at the restaurant.

1 102. The method of claim 96, wherein the receiving the first request from the customer is
2 performed at a web site.

1 103. The method of claim 96, wherein the receiving the first and second requests from the
2 customer are performed at a web site.

1 104. The method of claim 96, wherein the receiving the first and second requests from the
2 customer are performed together.

1 105. The method of claim 96, wherein the edible item is selected from a group consisting of
2 beer, soda, juice, water, ice, pizza, hamburger, french fries, rice, noodles, egg roll, soup, salad,
3 taco, burrito, seafood, fish, chicken, beef, pork, processed soy product, dessert, pastry, donuts,
4 cake, vegetable, fruit, and combinations thereof.

1 106. The method of claim 96, wherein the digital content is selected from a group consisting
2 of video, audio, text, images, web pages, hyperlinked text, a movie, a music video, an interactive
3 video, a game, a television show, a television series, a cartoon, computer software, a still
4 advertisement, an advertisement banner, a commercial, a movie preview, a public service
5 announcement, an educational film, a document, sales information, and combinations thereof.

1 107. A method of temporarily providing digital content to a customer and providing an
2 advertisement to the customer, comprising:
3 receiving a request from the customer comprising an indication of a desired digital
4 content;
5 at a point of sale, providing a writeable optically-readable medium, wherein the medium
6 comprises a changeable portion that, when activated, is adapted to physically change over a
7 period of time to a degree that at least part of the medium becomes unreadable by an optical
8 media reading machine;
9 at the point of sale, writing the desired digital content on the medium;
10 providing the medium with the desired digital content written thereon to the customer;
11 and
12 displaying the advertisement to the customer.

1 108. The method of claim 107, wherein the displaying of the advertisement to the customer is
2 performed at the point of sale.

1 109. The method of claim 108, wherein the advertisement is displayed on a screen of a kiosk,
2 wherein the kiosk is the point of sale.

1 110. The method of claim 108, wherein the advertisement is displayed on a screen adjacent to
2 a kiosk, wherein the kiosk is the point of sale, and wherein the screen is communicably coupled
3 to a component within the kiosk.

1 111. The method of claim 108, wherein the advertisement comprises a still image attached to
2 an outside of a kiosk, and wherein the kiosk is the point of sale.

1 112. The method of claim 107, wherein the advertisement is for a business having a location
2 within a same city as the point of sale.

1 113. The method of claim 107, wherein the advertisement is for something selected from a
2 group consisting of a movie, a television show, a television station, a radio station, a music band,
3 a music compilation, an artist, an entertainer, a restaurant, an event, real estate, a real estate
4 agent, a play, a game, a sports team, a food, a drink, a travel agency, a vacation destination, a
5 city, a state, a country, a religious organization, an educational organization, a non-profit
6 organization, an announcement, a product, a service, a web site, and combinations thereof.

1 114. The method of claim 107, wherein the advertisement is also digitally written on the
2 medium along with the desired content, and wherein the displaying of the advertisement to the
3 customer is performed via an optical media reading machine.

1 115. The method of claim 114, wherein the advertisement comprises a video.

1 116. The method of claim 115, wherein the video comprises content selected from a group
2 consisting of text, images, web pages, hyperlinked text, audio, music, a movie preview,
3 information about a product, information about a service, information about real estate,
4 information about a business having a location with a same city as the point of sale, information
5 about a vacation destination, educational information, music, a public service announcement,
6 information about a religion, and combinations thereof.

1 117. A method of temporarily providing digital content to a customer, comprising:
2 receiving a request from the customer comprising an indication of a desired digital
3 content and an indication of a desired version of the desired digital content;
4 at a point of sale, providing a writeable optically-readable medium, wherein the medium
5 comprises a changeable portion that, when activated, is adapted to physically change over a
6 period of time to a degree that at least part of the medium becomes unreadable by an optical
7 media reading machine;
8 at the point of sale, writing the desired version of the desired digital content on the
9 medium; and
10 providing the medium with the desired version of the desired digital content written
11 thereon to the customer.

1 118. The method of claim 117, wherein the desired version specifies something selected from
2 a group consisting of full screen video format, wide screen video format, sound output format,
3 language selection, originally released version, digitally remastered version, uncut version,
4 director's cut version, unabridged version, special edition, including-bonus-material version,
5 including-deleted-scenes version, edited-for-television version, subtitle language selection, rated
6 G version, rated PG version, rated PG-13 version, rated R version, unrated version, extended
7 version, revised version, and combinations thereof.

1 119. The method of claim 117, wherein the desired digital content is selected from a group
2 consisting of a computer game, a computer software, an educational tutorial, web pages, music,
3 music videos, and combinations thereof, and
4 wherein the desired version specifies something selected from a group consisting of a

5 game console selection, a computer operating system selection, compatibility with another
6 software program, an education level, a religious viewpoint, a music recording format, a video
7 display format, and combinations thereof.

1 120. The method of claim 117, wherein the providing the medium with the desired version of
2 the desired digital content written thereon to the customer is performed at the point of sale by
3 dispensing the medium to the customer.

1 121. The method of claim 117, wherein the providing the medium with the desired version of
2 the desired digital content written thereon to the customer is performed by delivering the medium
3 to the customer.

1 122. A method of temporarily providing digital content to a customer, comprising:
2 receiving a request from the customer comprising an indication of a desired digital
3 content and a first location choice for a point of sale;
4 estimating a wait time required to fulfill the request at the first location choice;
5 informing the customer about the estimated wait time at the first location choice;
6 asking the customer if the estimated wait time at the first location choice is acceptable;
7 if the customer indicates that the estimated wait time at the first location choice is not
8 acceptable,
9 estimating a wait time required to fulfill the request at an alternative location for
10 the point of sale, and
11 if the estimated wait time at the alternative location is less than the estimated wait
12 time at the first location choice, informing the customer about the estimated wait time at the
13 alternative location and if the customer still desires that the request be fulfilled, obtaining a
14 current location choice for the point of sale;
15 if the customer indicates that the estimated wait time at the first location choice is
16 acceptable, making the first location choice the current location choice for the point of sale;
17 at the point of sale of the current location choice, providing a writeable optically-readable
18 medium, wherein the medium comprises a changeable portion that, when activated, is adapted to
19 physically change over a period of time to a degree that at least part of the medium becomes
20 unreadable by an optical media reading machine;
21 at the point of sale of the current location choice, writing the desired digital content on
22 the medium; and

- 23 at the point of sale of the current location choice, providing the medium with the desired
- 24 digital content written thereon to the customer.